

I Pick Wellness

EATING HEALTHY ON CAMPUS

BUILDING HEALTHY ACADEMIC COMMUNITIES SUMMIT 2015

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UNIVERSITY WELLNESS MANAGER

THE UNIVERSITY OF TEXAS AT EL PASO

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Overview

The University of Texas at El Paso

University Wellness Program

I Pick Wellness Campaign

Health Promotion Strategies

Lessons Learned



Objectives

Provide ideas for potential partners that will help improve healthy eating on campus.

Provide health promotion strategies to help improve healthy eating on campus.





The University of Texas at El Paso (UTEP)

On it's way toward becoming the first national research university in the U.S. with a 21st century student demographic

Paso del Norte Region (2 countries, 3 states)

- El Paso, Texas (Over 800,000)
- Border
 - Ciudad Juarez
 - New Mexico (Dona Ana County)

The University of Texas System

- 9 Universities, 6 Health Institution

Enrollment

Hispanic Serving Institution

- 78% Hispanic

Faculty & Staff

- Over 3,000

Student Enrollment (Fall 2014)

- 23,079

84% student El Paso County

Economic Impact

- Annual on ELP county-\$1.3 billion
- Jobs created in the region
 - ~6,577 (one of the largest employers)

The Paso del Norte Institute for Healthy Living

Washington Monthly Magazine

- Top Ten Research universities in the U.S.

Tobacco Free Campus

Campus Transformation

UTEP MINERS!

*UTEP Facts Brochure 2014/2015



The University of Texas at El Paso





University Wellness Program

Housed under the College of Health Sciences

Dean – Dr. Kathleen A. Curtis, PT, Ph.D.

University wide

Budget

Oversee employee and student wellness

Human Resource Services, Office of Employee Benefits

Student Health Center



University Wellness Program

Mission Statement

The mission of the University of Texas at El Paso Wellness Program is to create awareness of healthy and positive lifestyle choices by providing tools, resources, education, and peer support necessary to support healthy living and therefore reduce the incidence of preventable illnesses and injuries.

Employee Wellness

Student Wellness

Community



Comprehensive Program

Individual, Organizational, Community

Planning

Programs

Policies

Health Benefits

Environmental Support

Links to surrounding community

Evaluation



University Wellness Program Staff

Eileen J. Aguilar, University Program Manager

Program Coordinator

- Sexual Health
- Peer Educator Program

Student Assistant

Health Promotion Student Internship

Faculty/Staff Wellness Ambassadors

Student Organizations

Volunteers



Current programs/ Initiatives on campus

EMPLOYEE

Living Well Make it a Priority

I Pick Wellness

Wellness Ambassadors

Lactation Stations

Tobacco Free Campus

Employee & Family Care Center

EAP

Wellness Activities (wellness walks, yoga, Couch to 5K, etc.)



STUDENT

I Pick Wellness

Sex Positive Peer Education Program

Sexual Assault Prevention Program

- Green Dot
- Take Back the Night

Student Health Center

Student Recreation Center

University Counseling Center

Student Housing

Campus Community Garden

Student Life



Initiative

Promote a culture of healthy eating on campus and provide all employees, students and visitors the opportunity to eat healthy.

Increasing awareness and selection of healthier foods and beverages

Leadership role and role model for the community and other universities

Create and enhance campus collaboration/partnerships

Using health promotion strategies to help improve healthy eating on campus

Background & The Beginning UTEP Food Services



I Pick Wellness

College of Health Sciences

Catering menus

- Vegetarian options
- Quality fresh fruit
- Recommending healthy recipes

20 various locations on campus

Catering services

Concessions



History Phase 1



FOOD SERVICES

I Pick Wellness Campaign

Partnership

- UT El Paso Human Resources-Employee Benefits
- UT El Paso Wellness Program (Tobacco Premium Funds)
- UT El Paso Food Services-All retail campus vendors
- Women's Health Initiative

Goals

- Educate employees & students on nutrition
- Provide the opportunity for employees to purchase healthier foods at a lower price
- Promote healthier food options on campus
- Complete Living Well health assessment



Phase 1

I Pick Wellness stickers at 5 campus venues

Menu items included

- Salads, and other items less than 500 calories

Developed a food voucher, coupon-Wellness Bucks

One hour nutrition classes



Phase II

Point of Purchase (on-going)

- Signage
- Calorie labeling
- Product placement
- Campus Communication

Sustainability

- Contracts
- Mobile App
- Catering menu

Vending machines

- Planning for 15 healthy vending machines

UTEP Food Services

- 10% discount cards/printing costs



Phase III



UTEP Wellness app

- One stop shop for health and wellness
- UTEP Wellness Coupon Book
 - Highlighting healthy “eats” on campus
 - Highlighting wellness activities
 - New dining experience



Check out the **I Pick Wellness** app to make better decisions when it comes to your food!

Learn more at wellness.utep.edu

Eat Healthy & Save Money
Download our Free APP



Have a Healthy Active Day!

Moving Forward

UTEP Food Services

- Will distribute I Pick Wellness Coupon book
- Discounts will focus on the purchase of healthy items
- Help fund part I Pick Wellness coupon book
- Books will be distributed during new student orientations.

Wellness Fair Partnership-Providing healthy foods/samples

I Pick Wellness App

- Continue to develop and add more information about wellness options available to our campus community.
- Potential to link the dining hall menus to app, which could include the QR codes for usage with MyFitness Pal.



Health Promotion Strategies

1. Creating a healthy campus, culture of health and wellness
 - Role modeling
 - Wellness Ambassadors
 - Collaborations/Partnerships
2. Make needed process changes
 - Look at past data, conducting current needs assessment
 - Contracts
 - Departmental support, roles and responsibilities, creating a team, building relationships
 - Marketing strategies-pricing, product placement, place, promotion (4Ps)
 - What tools and systems were already in place and what do we need?
3. Get employees and student involved
 - Teachable moments (nutrition lunch n learns, staff meetings, email, events, satisfaction surveys)
4. Follow up
 - Continually Planning, implementing, evaluation
 - Face to face, emails, phone calls
 - Most people change behavior gradually, stages of change

Lessons Learned

What does it take? Time, Funding, requirements, policies, evaluation

Positive messaging

Looking at the BIG picture and Purpose

- Explain
- Help others understand
- Building a team

Looking at other campus/community partners

- Staff Council
- Student Affairs
 - University Counseling Center
 - Student Recreation Center
 - Center for Accommodations and Support Services
 - Student Engagement & Leadership Center
 - Community agencies and organizations
 - Student Organizations
 - Facilities Services
 - Special Events

Questions?

More information? Contact me!

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- **GO HEALTHY MINERS!**

